Automotive News

Detroit, April 13, 1981

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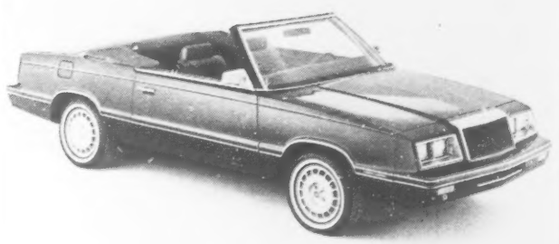
'82½ Chrysler



Topless LeBaron just a year away

Chrysler Corp. will market this topless LeBaron as an '82½ model. It will be built on a stretched K-body platform, like the two-door and four-door versions which will bow this fall. The last Chrysler ragtop was a '71 Plymouth Barracuda model. Chrysler calls the LeBaron convertible an "all-new, high-mileage, front-wheel-drive, luxury compact." Industry sources estimate the convertible will carry a $14,000 sticker. Cars & Concepts will be doing the conversions for Chrysler.

Rebate sales surge slashes new-car stock to 44 days

By Richard A. Wright
Assistant Managing Editor

In a startling reversal, the domestic auto industry moved into April with a lean new-car inventory marked by shortages in some lines.

It was no April Fool's joke. It was the result of continued rebates, price reductions and — the industry fervently hopes as it ends the rebates and prepares to raise prices on top of that— the stirrings of a good, old-fashioned spring selling surge.

The industry had 1,216,068 new cars in stock April 1, a trim 44-day supply, compared with 1,334,919 new cars in inventory a month earlier, a 59-day supply.

The April 1 inventory was the leanest month-opening stockpile since Aug. 1, 1976, when the industry had a 42-day supply. And to find a unit count lower than the April 1 level, one has to go back to Nov. 1, 1972, when the industry had 1,212,711 cars in stock, a 36-day supply.

All the domestic manufacturers except Volkswagen of America—which did not offer rebates —opened April with leaner inventories, both in unit count and days supplies, than they had a month earlier.

• General Motors had a 39-day supply April 1, down from 56 days a month earlier. The GM stockpile was riddled with shortages in the compact and intermediate lines and dealers were virtually out of subcompact Chevette, Monza and Sunbird models. Chevette's 15-day supply was the lowest for any make in the industry.

Ford Motor Co. opened April with a 49-day supply, down from 63 days a month earlier. Ford's stock appeared well-balanced, with no shortages severe enough to hamper sales.

Chrysler Corp. slashed its inventory from 66 to 45 days during the month. Both its K-car and Omni/Horizon lines were lean and the giant stockpiles it had been carrying in its intermediate and standard lines were reined in.

American Motors had a 49-day supply April 1, down from 55 days a month earlier. Only VWoA entered April with a larger inventory than it had a month earlier, a 64-day supply compared with 58 on March 1.

The April 1 domestic new-car inventory was divided this way:

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NEW-CAR STOCKS

New-car days-supply figures, U.S. makes

	Apr. 1 1981	Mar. 1 1981	Apr. 1 1980
Spirit	51	52	65
Concord	41½	55	62
Eagle	59	59	148
AMERICAN MTRS.	49	55	80
Horizon	41	54	42
Reliant	35	66	—
Volare	47	50	102½
Gran Fury	83	54	47
Plymouth	39	59	63
Imperial	95	176	—
LeBaron	57	84	82
Cordoba	71	87	125
Chrysler	36	61	92
Chrysler	61½	80	97½
Omni	45	55	46
Aries	36	72½	—
Aspen	51	50	117
Diplomat	65	80½	100½
Mirada	91	107	105
St. Regis	70	66	76½
Dodge	45	67½	79
CHRYSLER CORP.	45	63	77
Escort	47	41	—
Pinto	42	47	83
Mustang	37	72	89
Fairmont	42	76	32
Granada	55	103	106
Thunderbird	40	71	46
Ford	76	84	92
Ford	49	65	60
Lynx	57	50	—
Bobcat	—	31	94
Capri	36	57	70
Zephyr	38	52	32
Cougar	45	76	97
XR-7	46	75	51
Mercury	64	56	75
Mercury	50	57	58
Lincoln	32	59	97
Mark VI	39	56½	88
Lincoln	36	57½	90
FORD MOTOR CO.	49	63	60
Skylark	26	37	18
Century	68	76	48½
Regal	35	48	67
LeSabre	53	60	107
Electra	72	63½	116
Riviera	65	55½	115
Buick	42	52	61
Seville	90½	72	86
Cadillac	68	52½	86
Eldorado	63	50	63
Cadillac	69	54½	80
Chevette	15	32	28
Monza	25½	26	41
Citation	40	66	26
Camaro	37½	67	86
Malibu	65	92	64
Monte Carlo	44½	75	111½
Chevrolet	87	80½	87½
Corvette	60	74	47
Chevrolet	40	59½	54
Omega	30	47	24
Cutlass	41	52	41
Supreme	28	50	55
Olds 88	50	44½	60½
Olds 98	44	43	73
Toronado	57	52½	74
Oldsmobile	36	48½	51
Sunbird	19	26	34
Phoenix	40	61	19
Firebird	42	72	113
LeMans	64	94½	93
Grand Prix	42½	64	115
Pontiac	71	86	107½
Pontiac	49	65	75½
GENERAL MOTORS	39	56	59
VOLKSWAGEN	64	58	21
TOTAL	44	59	61

Greenwald, Sperlich elected to high-level Chrysler posts

NEW YORK.—Chrysler Corp. last week announced a top management realignment that included electing Gerald Greenwald vice chairman and Harold K. Sperlich president — North American Automotive Operations.

Greenwald replaces E. F. (Gar) Laux who will retire May 31. Greenwald will report directly to Chairman Lee Iacocca.

Sperlich will report to Greenwald. His promotion coincides with the retirement of President J. Paul Bergmoser on May 23. Bergmoser will remain a board member. Laux will not.

The new management arrangement is similar to one used by Ford Motor Co. in the 1960s. Iacocca, Greenwald and Sperlich are all former Ford employes.

The Chrysler board also elected John W. Day executive vice president—Defense and International. He will report to Greenwald. Robert S. (Steve) Miller was elected executive vice president—finance and treasurer.

Thomas G. Denomme, strategic planning director, was elected a vice president, as was Christopher J. Steffen, the corporate controller.

The realignment creates a finance - product - marketing triumvirate at Chrysler which Iacocca seems to believe is what the company needs to reach its corporate goals of producing high-quality cars with maximum parts interchangeability that can be known as "best in class" and capture from 10 to 11 percent of the U. S. market.

Sperlich, the product expert, and Greenwald, the financial expert, both have personal and corporate styles which interface with Iacocca's personality, his marketing skills and his view that a "leaner" Chrysler Corp. cannot only survive and be marginally profitable this year but earn $1 billion a year by 1984.

Although there is the appearance of a triumvirate, it is clear that the new alignment maintains, perhaps enhances, Iacocca's complete authority, with clear definition of responsibility.

As part of this, Bergmoser's "chief operations officer" title disappears, and Sperlich gets only a piece of the presidency. He will be chairman of the Corporate Operations Committee, but Greenwald, who will be chairman of the Corporate Policy Committee, "will have responsibility for the major operations of the company."

Gerald Greenwald

Harold K. Sperlich

While the realignment did not install Greenwald and Sperlich in absolute authority, it did make it virtually certain that they are the next-generation chairman/president team at Chrysler.

All they need to do is to move another half-step in tandem.

Sperlich, 51, was one of the first of several former ranking Ford executives to join Chrysler, coming to Highland Park as a vice president in March, 1977.

He left Ford after a reported "falling out" with then Ford Chairman Henry Ford II. It was the same internal product strategy disagreement which eventually lead to Iacocca's firing from the Ford presidency in July, 1978.

After his old boss joined him at Chrysler, Sperlich's star rose quickly. He was elected group vice president for product planning in November, 1978.

Greenwald, 45, was elected finance executive vice president and a board member in September, 1979. He came to Chrysler as vice president and controller after 22 years in various financial positions at Ford.

His last position at Ford was as president of Ford de Venezuela. Greenwald also spent time in a number of other Ford overseas operations.

Greenwald gained high visibility in Chrysler's protracted quest for federal loan guarantees.

Bergmoser, 65, was elected Chrysler president in September, 1979. He joined Chrysler in January, 1979. He retired as Ford purchasing vice president in 1976 after 30 years of service.

Laux, 62, also came out of retirement from Ford to join Chrysler in February, 1979. Last November he was elected vice chairman.

breaking news

Chrysler merger rejected by Ford

DEARBORN. — In a formal statement issued Friday, Philip Caldwell, chairman and chief executive officer of Ford Motor Co., said:

"As a result of an approach to Ford by intermediaries acting on behalf of Chrysler, Ford Motor Co.'s board of directors yesterday considered a possible merger or other similar arrangement with Chrysler.

"The advantages or disadvantages of such an arrangement were extensively discussed including the result of management's evaluation. It was unanimously determined that a merger or other similar arrangement with Chrysler should be rejected as clearly not being in the best interest of Ford or its stockholders."

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They'll be dumped, modified or delayed

34 auto regulations shot down

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Deregulation of the auto industry has started with a bang.

The Reagan Administration said last week it plans to dump, modify or delay 34 environmental and safety regulations for cars and trucks. Most are from EPA, with a few from NHTSA.

It has been estimated that the revisions would save the industry $1.4 billion and hold down consumer costs by about $150 a car, or $9.3 billlion over the next five years.

But special tax treatment for the industry is not in the works and the Administration is still on the record as favoring free trade with Japan.

The only final regulatory action effective immediately is to delay for one year the effective date for passive restraints on large cars. This affects only a few models.

Other announcements dealing with delays, terminations or new and more modest proposals will be spread out over the next four months or so and a few will require an act of Congress.

Vice President George Bush—standing in for the President — stressed decisions on how to make the auto industry competitive worldwide, especially with the Japanese, is something management and labor work out themselves.

This is in sharp contrast with the former Administration under President Carter, which advocated a tripartite arrangement among government, industry and labor to revitalize the auto industry.

• Also announced was vacating the "smog conspiracy" consent decree which is now in the Ninth Circuit Court.

A "speedup" to the tune of $100 million in purchases of government cars was also announced.

Auto makers were elated by the announcements.

General Motors Chairman Roger B. Smith called it "a sensible step toward making regulation more cost-effective."

Along with the government move, he said, GM is committed to a $40-billion investment program. He said he hoped that the UAW "will soon join in making this an allout, full cooperative effort to meet our global competition and restore the competitive vigor of the U. S. auto industry."

Philip Caldwell, chairman of Ford Motor Co., said, "It is very encouraging to have the beginning of a significant program from the new Administration after only 76 days in office."

Said Caldwell, "We at Ford believe that the changes can be implemented without in any

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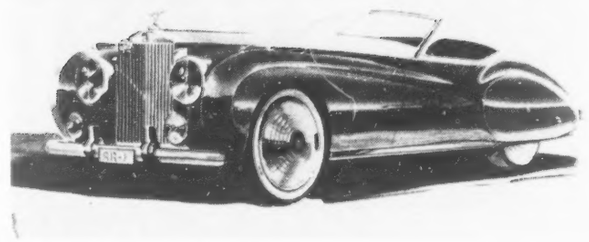

Rolls for an Arab prince

Stengel, a coachbuilder in London, is currently building this boat-tail speedster on a Rolls-Royce Silver Cloud chassis taken from the Queen Mother's limousine. The car is being constructed for Prince Mish'al ben Mohamed ben Sa'ud ben Abdul-Aziz.

Regulatory rollback applauded by dealers

By Kathleen Hamilton
News Editor

Dealers across the nation applauded the regulatory rollback proposed by the Reagan Administration, more for its symbolism than for any tangible benefits.

Dealers surveyed by Automotive News echoed the sentiment of Michael Bisesi, president of Hilltop Lincoln - Mercury, St. Louis, that "anything is going to help."

The help—$150 on average, according to DOT Secretary Drew Lewis—won't be enough to turn sales around, most domestic dealer surveyed agreed. For that, they suggested significant price cuts, lower interest rates and better quality.

But they did see the proposed regulation cuts as hopeful signs that the price spiral will abate and that free-marketers will seize power from the Ralph Nader-types.

NADA president Wendell Miller said in a prepared statement that he was "generally encouraged" by the proposed regulatory relief, but he criticized the proposal to maintain high-altitude standards rather than institute a single nationwide emission standard in 1984.

High-altitude rules have resulted in "serious model avail-

Continued on Page 6, Col. 3

GM increases prices; average car is $10,200

By John K. Teahen Jr.
Managing Editor

Without any fanfare whatsoever, General Motors reached a milestone today (April 13). The lack of hoopla is understandable. It's an accomplishment the corporation undoubtedly wishes had not happened.

GM's latest price increase takes effect today, and it pushes the average price of the average-equipped GM car above ten thousand dollars. It's now about $10,200.

It's still possible to buy a GM for less than that, of course, but $10,200 is the average.

Today's boost averages $351, or 3.5 percent. It consists of $255 on the base car and $96 on optional equipment.

The term "average-equipped" refers to the sticker price of the base vehicle plus the optional items usually ordered by the customer. It is figured on a sales-weighted basis.

This is GM's fourth price hike on its 1981 cars. The four boosts add up to an average of $914 over the prices in effect at the end of the 1980 model year.

An increase in destination charges also is effective today. It averages $25 on GM cars and trucks.

Every GM car goes up today. There are no exceptions as there were in January when Chevettes were reduced $100 and X-cars were unchanged. Today's increases range from $105 on the Chevette four-door sedan (now $5,399) to $896 on the Cadillac Seville four-door sedan (now $23,000).

GM announced its latest price hike just as its extended round of customer rebates ended. The timing and the increase itself did not set too well in many quarters. NADA blasted the company for its action (see accompanying story).

• High prices have been cited as a major reason for the domestic industry's current sales problems. There was a definite improvement in mid-March, when rebates were in full swing throughout the industry. GM set a record for that period. Sales tailed off in late March when rebates were not as widespread.

The combination of no rebates and higher prices could strangle the mini-recovery and send sales plunging. So GM's action is open to serious questions (as would be price hikes by other domestic makers).

On GM's side, the company obviously feels the increase was necessary — simply because it needs the money. The fact that GM needs money is another commentary on the sad state of the domestic auto industry.

GM lost $763 million last year, and analysts believe that if there was a profit in the first quarter of 1981, it was marginal.

In announcing its price hike, GM said it "continues to feel the impact of inflation on its material and labor costs."

"For example," GM said, "the Consumer Price Index and GM's labor costs have both increased approximately 11 percent during the last year. This price increase still falls short of recovering

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Year-to-year sales gain is credited to rebates

By Jenny L. King
Staff Writer

March was a good month for U. S. new-car dealers. Encouraged by generous rebates, consumers bought more domestic passenger cars than they did during the month a year ago. It was the first monthly increase since February, 1979.

And imports enjoyed a surprising spin-off, their sales up likewise, despite the absence of major incentive programs. The

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big question was: Will it last?

Domestic new-car sales climbed 7.30 percent in March, to 719,044 from 670,146 last year, while imports were up 8.37 percent to 243,361 from 224,560. Industry total for March was 962,405, up 7.57 percent over 894,706 in 1980.

But there was a disquieting note on the domestic side in the final 10 days of the month: Sales dropped below the 1980 level after gains in the first two periods.

Where Auto Market was in March

	Total Sales	Pct. of Total
SUBCOMPACT	154,692	16.08
COMPACT	237,086	24.63
INTERMEDIATE	215,398	22.38
STANDARD	75,360	7.83
LUXURY	36,508	3.79
IMPORT	243,361	25.29
TOTAL	962,405	100.00

First-quarter sales for the U.S. industry reached 1,732,469, down 6.31 percent from the 1,849,117 new cars sold during the first three months of 1980. First-quarter import sales numbered 641,798, down 3.80 percent from 667,119. Grand total for the period was 2,374,267, down 5.64 percent from 2,516,236.

Both General Motors and Chrysler Corp. were pleased with their March sales results. GM, up 12.17 percent to 437,884 from 390,371 last year, said that was its best month since May of 1979. Chrysler sales jumped 20.77 percent, to 92,952 from 76,969, spurred by the corporation's best late-March period in two years and record K-car sales in March.

Ford Motor Co. reported sales of 158,487, down 5.30 percent from 167,362 a year ago. Volkswagen of America sales totaled 15,997, down 15.70 percent from 18,977, and American Motors was down 16.66 percent, to 13,724 from 16,467.

• In its share of the March domestic market, GM grew to 60.90 percent from 58.25 percent last year. Ford slipped to 22.04 percent from 24.97 percent. Chrysler earned 12.93 percent, up from 11.49 percent. VWoA cornered 2.22 percent, down from 2.83 percent, and AMC had 1.91 percent, down from 2.46 percent.

Of the 13 U. S. makes reporting sales for both years, seven notched increases for the month.

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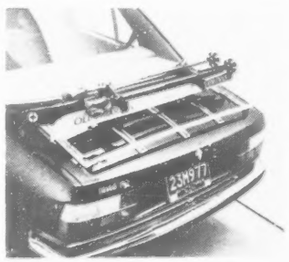


Packs and poles

A combination luggage rack ($80.70) and ski carrier ($38.15) are now available for the Renault 18i sedan through the American Motors Parts Division. The ski carrier is designed as an integral part of the rack, but is a separate purchase.

Maker ignores market forces, Miller says

NADA denounces GM for hikes

WASHINGTON. — NADA jumped on General Motors with both feet last week, denouncing the auto maker for the price increase which is scheduled to become effective today (April 13). The hike averages $351 or 3.5 percent.

NADA said it was "shocked" at GM's action. Its statement was issued by Wendell H. Miller, president, and Frank E. McCarthy, executive vice president, on behalf of NADA's 20,000 car-and-truck-dealer members.

NADA probably was particularly incensed because GM's move was directly contrary to what Miller had urged a few days earlier in a speech at the convention of NADA's American Truck Dealers unit.

Miller had asked U. S. vehicle makers to hold the line on prices throughout the 1981 model year and to continue the rebate programs, but on a non-participating basis.

Rebates have ended at GM, Ford Motor Co. and Chrysler Corp. They continue until May 15 at American Motors.

• In their statement, Miller and McCarthy declared that the success of the recent rebate programs is proof of the need to keep prices down.

They noted that GM's sales in the second 10 days of March, the final sales period of GM's most aggressive rebates, were up 52 percent over 1980, but GM sales dropped 28 percent from 1980 during the final 10 days of the month after most of the rebates were discontinued.

"Lower prices will release the pent-up demand which developed during the recent stagnant auto market," Miller and McCarthy said.

They continued, "This untimely price increase, coupled with the end of rebates, will extinguish the first flicker of serious sales activity which the new-car-and-truck market has seen in many months.

"Such action is particularly ill-timed as the industry requests massive assistance from the Reagan Administration in the form of regulatory and tax benefits.

"GM seems to have ignored the forces of the marketplace in this decision," Miller and McCarthy said. "This price increase will work to the detriment of consumers as well as dealers."

Chrysler to follow 'Japanese strategy'

European K-car launch prepared

By Eugene Bacot
Crain News Service

LONDON. — Kenyon & Eckhardt is opening a majority-owned Brussels office April 16 to handle the test launch of Chrysler's K-cars in Europe next month.

The Chrysler rollout—aimed to sell 3,550 medium-priced models in Belgium, Holland and Northern France by the end of 1981—marks the first return of the troubled U. S. car company to Europe since the sale of its operations there to France's Peugeot-Citroen in 1978.

Chrysler is actively rebuilding its continental distributor and dealer network, aiming for 500 to 750 dealers from Finland to Italy by the end of 1982. Advertising in that period will rise from around $800,000 this year to $10 million by the end of 1982—split 50/50 with the dealer network.

Chrysler will be following a softly "Japanese strategy" in re-establishing itself in the fiercely competitive European market. According to Bob Colgan, K&E senior vice president and group supervisor for Chrysler International: "We looked at the way the Japanese rolled out their models in Europe, with success first in one country then another. We want to follow that."

• Belgium was chosen as the principal launch country because it is "traditionally a good market for U. S. autos," says Colgan.

A 60-strong dealer network has been set up with a first-year sales target (through December, 1981) of 1,600 Dodge and Chrysler models and 700 Dodge trucks and station wagons.

The target for Holland is 1,500 cars and 40 trucks, and for France, concentrating on the Paris region, 450 cars and 50 trucks. The French network will be extended next year.

Long-term target for 1985 is 450,000 models a year in every European country.

Meanwhile, the second stage of the planned rollout this year is to line up distributors and dealers in Sweden, Norway, Finland and Switzerland, followed by Germany, Austria, Italy and Spain in 1982.

Chrysler does not plan to launch the K-car in the UK because it has not produced any right-hand-drive models. The Portuguese launch has been delayed by homologation problems.

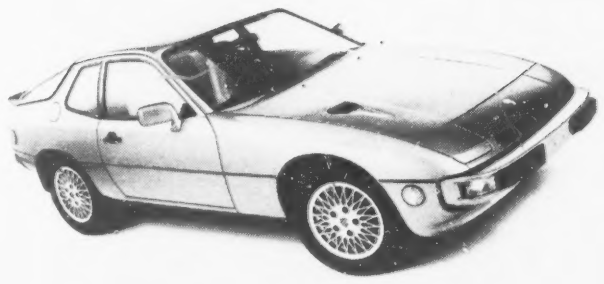
Dealers will be handling the "competitively priced" Dodge Aries, Dodge Omni and Chrysler Le Baron in five, four and two-door versions. They will also sell the Dodge Mirada station wagon, Chrysler Cordoba, the Rangecharger and Dodge vans.

Prices will range from $9,500 to $16,500, competing directly with top-of-the-middle-range European models, such as the Peugeot 504, Ford Granada, Audi 100 and Renault 20.

Colgan says that extensive market research has shown that the K-car body design is very acceptable in the European small-car market and received a favorable reception at the Amsterdam auto show in February. The series was advertised for the first time in European editions of Time magazine in February with an eight-page color insert. Featuring former astronaut Neil Armstrong.

K&K has created a detailed transnational advertising campaign from Detroit which it will place in every European country through its agency network. The network will be progressively strengthened through merger or association agreements to handle the business.

"We made a commitment to Lee Ioccoca to service Chrysler worldwide," says Colgan.



More HP for Porsche 924 Turbo

The Porsche 924 Turbo builds up its horsepower figure from 143 to 154 for 1981, while boasting improved gas mileage as well. The power increase is partly due to a new fully electronic ignition system which allowed Porsche engineers to fine-tune peak turbo boost and engine compression ratio. The 924 Turbo claims 20 MPG city, 33 MPG highway.

Rebates reduce new-car inventory to 44-day supply

Continued from Page 1

GM, 57.54 percent; Ford Motor Co., 24.27 percent; Chrysler Corp., 12.91 percent; VWoA, 3.18 percent, and AMC, 2.10 percent.

A month earlier, the new-car inventory was divided as follows: GM, 58.12 percent; Ford Motor Co., 23.82 percent; Chrysler Corp., 13.05 percent; VWoA, 2.81 percent, and AMC, 2.20 percent.

By size class, the biggest slashes came among smaller cars. The industry had a 37-day supply of subcompacts April 1, down from 42 days a month earlier, and a 30-day stock of compacts, a sharp decline from 62 days March 1.

In addition, intermediates were also down sharply to a 46½-day supply, compared with 69 days a month earlier. Standards were unchanged at 67 days and the supply of cars grew from 58 to 60 days.

The April 1 inventory was divided this way among market classes: Subcompact, 17.52 percent; compact, 28.82 percent; intermediate, 31.15 percent; standard 15.71 percent, and luxury, 6.80 percent.

A month earlier, the inventory was divided this way by size class: Subcompact, 18.54 percent; compact, 30.03 percent; intermediate, 32.01 percent; standard, 13.71 percent, and luxury, 5.71 percent.

• The April 1 days-supply figures by market class were:

Subcompact — Chevette, 15; Sunbird, 19; Monza, 25½; Horizon, 41; Pinto, 42; Omni, 45; Escort, 47; Spirit, 51; Lynx, 57, and Rabbit, 64.

Compact — Skylark, 26; Omega, 30; Reliant, 35; Aries, 36; Capri, 36; Mustang, 37; Camaro, 37½; Zephyr, 38; Citation, 40; Phoenix, 40; Concord, 41½; Fairmont, 42; Firebird, 42; Volare, 47; Aspen, 51, and Eagle, 59.

Intermediate — Supreme, 28; Regal, 35; Thunderbird, 40; Cutlass, 41; Grand Prix, 42½; Monte Carlo, 44½; Cougar, 45; XR-7, 46; Granada, 55; LeBaron, 57; LeMans, 64; Diplomat, 65; Malibu, 65; Century, 68; Cordoba, 71, and Mirada, 91.

Standard—Chrysler, 36; Olds 98, 44; Olds 88, 50; LeSabre, 53; Mercury, 64; Electra, 65; St. Regis, 70; Pontiac, 71; Ford, 76; Gran Fury, 83; and Chevrolet, 87.

Luxury — Lincoln, 32; Mark VI, 39; Toronado, 57; Corvette, 60; Eldorado, 63; Riviera, 65; Cadillac, 68; Seville, 90½, and Imperial, 95.

Pontiac T1000 debuts at $5,252 –but not for long

DETROIT.—Pontiac introduced its subcompact T1000 models last week with prices of $5,252 for the two-door hatchback and $5,398 for the four-door hatchback.

But those prices didn't last very long. They are scheduled to rise today (April 13) as part of the overall General Motors price hike.

The T1000 is Pontiac's version of the Chevrolet Chevette and is priced about $100 more than corresponding Chevettes. Chevette also offers a lower-priced stripped model, the Scooter. Today's price hike on the Chevette four-door is $105, and the boost on the T1000 is expected to be about the same.

The T1000, like the Chevette, has a two-tier pricing structure. Prices (except Chevette Scooter) are $121 lower in nine Western states.

Anything will help, they say

Dealers cheer regulation rollback

Continued from Page 2

ability and distribution problems," Miller said.

Like many dealers, he called for further regulatory relief specifically urging that the proposed Used Car Rule be squashed.

Many dealers called for wage restraints to match the government's proposed reduction in regulations. Indeed, the Administration has said it expects wage and price concessions in return for its relief package.

• Dealers emphasized that quarterly price increases on domestics need to be halted—some said for as long as several years—to regain lost territory.

They pointed to sales generated by the latest round of rebates as proof of the market's quick response to price cuts.

In the long run, they said, reduction in regulation should result in less expensive, more sensible cars and, as Roy Jackson, Jackson Motor Co. (Ford-Mercury), Antlers, Okla., put it, "We'll be back in the ball game."

But Jackson was quick to diagnose what he views as the bigger problem facing the industry: High interest rates.

"I don't think there's anything wrong with the economy that a 10-percent interest rate wouldn't cure," Jackson said.

Others agreed with John Hulbert, new-car sales manager at Courtesy Chevrolet Center, San Diego, who saw prices as the major sales depressant.

"The only thing that's going to help us is if they roll prices back," he said.

The $150 — probably less in pollution-conscious California — will likely have little effect on his sales, he said.

• But if a cyclical business has done anything to shape the average dealer's character, it has made him look for better times ahead.

Some cited the savings in store for their big-car customers who won't be forced to pay for passive restraints on '82 models.

Others saw advantages in letting the free market operate. Let the few customers who want seat belts buy them, suggested Hilltop's Bisesi and others.

Richard Mynatt, sales manager at the rural point of Edwards Chevrolet Co., cited what he called a prime example of regulatory overkill in Whitewright, Tex. Farmers in that smog-free community have far more to fear from catalytic converters that could set their wheat fields on fire than from emissions-induced smog, he said.

"A lot of things the federal government doesn't use their heads on," he said. The "spirit" of the Reagan Administration was applauded by Mynart and again and again by survey respondents.

• Many were enthused by the long-term possibilities of a regulatory rollback.

"This is going to make me go ahead and invest further in the automobile business," volunteered Billy Scott, Scott Motor Co. (Buick-GMC and Mercedes-Benz), Goldsboro, N. C.

"This says the government sees me as what I am, a creator of jobs and a generator of capital."

Care were safe before Nader, and there were recalls long before the government ordered them, he said.

Now there are seat belts that few wear and literature by the dumpsterful that the government requires him to stock but no customers want to read.

"We used to go to our dealer meetings and it was jubilation" —even in hard times, Scott said. "Since 1965 it's been gloom, gloom, gloom."

Like most others surveyed, Scott saw national sentiment turning.

• But there were plenty of skeptics in the crowd. Some saw the economy and interest rates stifling sales. Ray Thomas, new-car sales manager at Queen City Chevrolet Co., Cincinnati, reported something more sinister: A strong anti-domestic current.

"I've taken surveys here and there are very few people in the marketplace that can afford a new car," Thomas said. "Those that can are rebelling."

They are angry about the quality-per-dollar domestics offer and they're angry—even in his Detroit-dependent town — with auto industry wages, he said.

Japanese styling, prices and quality and the status-symbol factor are other reasons young buyers in particular have abandoned the domestics, according to Thomas.

He predicted that high interest rates in combination with the above-invoice prices buyers are paying for imports will wreak havoc at tradein time.

Even if domestic companies can offer high-quality small cars at reasonable prices, buyers won't be able to afford to trade these imports because they will have so little equity built up, he said.

"It's going to be a tough row to hoe the next two to three years," Thomas predicted.

"The dealer needs help today, not four or five years from now," said Doug Didriksen, sales manager, Walker Brothers AMC-Jeep-Renault, Los Angeles.

The regulatory rollback? "Pie in the sky," he said.

Claybrook assails auto-relief plan, calls it a fraud

WASHINGTON.—Joan Claybrook, former head of the NHTSA, does not think much of the Task Force report on the auto industry.

"The Reagan Administration's report on Actions to Help the U. S. Auto Industry is a fraud," she said.

"Eliminating health and environmental standards won't sell cars, but it will increase insurance costs, increase death and injury on the highway and increase the risk of pollution-borne disease."

Claybrook continued, "The dollar amounts are too small to make a difference to Detroit because they are spread over five years with no indication of short-term application. About 30 to 40 percent concern large trucks with a $70,000 price tag.

"In fact, the program is inflationary because it does not eliminate costs but rather multiplies and transfers them.

"Instead of investing in jobs for Detroit for safety and pollution devices, the public will be investing in hospital care, rehabilitation welfare, unemployment, higher insurance and other such things," she said.

Turbine powers Mack conventional

A turbine engine being developed by Industrial Turbines International is being tested in this Mack Class 8 conventional truck, one of three vehicles in which the GT601 turbine is installed. Turbine Engine Co. and Mack Trucks, Inc., both subsidiaries of Signal Co., have joined with Klockner-Humboldt-Deutz of West Germany in ITI, which is headquartered in Phoenix.

Consortium develops HD turbine engines

By Jack Walsh
Truck Editor

DETROIT. — A turbine engine designed to burn a variety of fuels efficiently and at low exhaust and noise-emission levels is being evaluated in on-highway vehicles and off-road military units, and production startup awaits results of these tests.

Industrial Turbine International, a consortium consisting of Mack Trucks, Inc.; Garrett Turbine Engine Co., Phoenix, Ariz., and Klockner-Humboldt-Deutz of West Germany, is hopeful that the power plant will be available for use in long-haul, heavy-truck applications by the end of this decade.

T. W. Quvalle, program manager, industrial and vehicular engines, Garrett Turbine Engine, said the 550-HP turbine has been undergoing on-highway tests in a Mack cabover and a Mack conventional for more than two years.

Called the GT601, the engine has been driven more than 35,000 miles in accumulating several thousand hours of testing, he added, over a route from Phoenix to Flagstaff, Ariz.

Quvalle estimated that the engine could go into production between 1986 and 1990 "depending on the industry's acceptance."

Once the turbine reaches volume production, he said, the price of the unit is expected to come within 10 percent of the cost of today's diesels.

Among the advantages the

Continued on Page 9, Col. 1

Texan named truck dealer of year for 1981

RENO.—Victor E. Salvino, a Kenworth dealer in Texas, Oklahoma and Louisiana, and a Mercedes-Benz truck dealer in Dallas, has been named 1981 Truck Dealer of the Year by Business Week magazine and NADA's American Truck Dealers Division.

Tom Egan, ATD chairman, and Terry Sweeney, Business Week automotive manager, presented a special plaque to Salvino at the 18th annual ATD

Continued on Page 9, Col. 1

Top truck dealer gets plaque

Victor E. Salvino, center, Kenworth dealer in Texas, Louisiana and Oklahoma, and a Mercedes-Benz dealer in Dallas, receives the 1981 Truck Dealer of the Year Award from Tom Egan, left, chairman, NADA's American Truck Dealers Division, and Terry Sweeney, automotive manager, Business Week magazine.

truck industry news

But rate of decline is lower than '80's first quarter

3-month sales drop 20.1 percent

For the second consecutive year, first-quarter retail sales of new trucks of all types in the U. S. dropped below the year-earlier level, but this year's rate of decline was smaller than a year ago.

In the first three months of 1981, according to preliminary figures, franchised dealers and factory outlets retailed 566,452 units, down 20.1 percent from last year's 709,034. In 1980, the first-quarter count was down 26.8 percent from the 968,673 units sold in the like period in 1979.

Table on Page 49.

As in 1980, sales this year were down substantially in all three market segments, with the mediums suffering the biggest decline from a percentage standpoint. A March upturn in compact-pickup deliveries softened the downturn in light trucks.

Light-truck sales through March totaled 509,696 units, a decline of 20 percent from the year-earlier 637,310. Mediums were off 23.6 percent, from 25,578 in the first quarter of 1980 to 19,537. Sales of the heavies totaled 37,219, down 19.4 percent from last year's 46,146.

Three-month sales of the compact pickups — Chevrolet LUV, Ford Courier, Dodge Ram 50, Plymouth Arrow, Volkswagen, Datsun, Toyota and Mazda—totaled 128,329 units, down 14.4 percent from last year's record 149,862 deliveries. The increase in the tariff on compacts imported from Japan was mainly responsible for the decline.

• For March, however, sales of the compacts were up 1.3 percent with the help of rebates on some makes. The total for the month was 51,492, compared with 50,840 a year ago. It marked the first time since last September that compact deliveries for the month topped the comparable year-earlier totals.

Sales of the non-captive compacts—Datsun, Toyota and Mazda—showed a gain of 17 percent in March, from 23,299 a year ago to 27,251. The three-month total, however, was down 9.7 percent to 67,342 deliveries, compared with 74,607 in 1980.

In March, domestic and independent truck outlets retailed a total of 215,051 vehicles, a decline of 12.6 percent from last year's 245,997 units. It was the smallest year-to-year decline in

Continued on Page 49, Col. 1

Truck calendar

April 12-15—Council of Fleet Specialists' 1981 Executive Conference, Crown Center Hotel, Kansas City.

May 21-23 — 10th anniversary convention, American Truck Historical Society, Sheraton-Wayfarer Inn, Bedford, N. H.

Aug. 11-16—27th annual Midwest Mobile/Modular & RV Show, University of Notre Dame, South Bend.

Sept. 24-26—34th annual convention and exposition, Truck Body & Equipment Assn., Detroit Plaza Hotel and Cobo Hall, Detroit.

Sept. 24-26 — First World Truck Symposium & Expo, Cobo Hall, Detroit.

Oct. 18-21 — American Trucking Assns. annual convention, Washington Hilton, Washington.

Nov. 9-12 — SAE National Truck Meeting, Hyatt Regency Hotel, Dearborn.

Dec. 1-4 — 19th annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

Advanced tandem axle unveiled by Rockwell

ANAHEIM, Calif. — A new 38,000-pound tandem axle, designed to take maximum advantage of energy efficient engines, and capable of operating up to 100,000 miles between lubrication change and up to 500,000 miles before overhaul, was unveiled by the Rockwell International's Automotive Operations at the International Trucking Show here.

Arthur P. Ronan, Automotive Operations executive vice president, described the axle—called the SQ-100—as the "most technologically advanced energy-saving 38,000-pound truck axle offered today.

"It became apparent to us several years ago," Ronan said, "that what the truck industry needed was a more durable tandem axle able to withstand the increased stress placed on the drivetrain by the then emerging fuel-efficient engines."

The new tandem, he added, has a GAWR of 38,000 pounds and a turnpike GCW of 130,000 pounds, and that it will be in great demand as the transportation industry continues the trend to the more fuel-efficient engines with accompanying lower profile tires and the resulting need for longer life, faster axle ratios.

The SQ-100 tandem, according to Ronan, eventually will replace the company's SQHD, a long-time fixture in the 38,000-pound class.

"The SQ-100 has widened the application base for this size axle," he said.

Under development for more than two years, the new drive tandem is a single-reduction, through-drive type unit with a power divider, and a two-gear helical drop gear set.

It incorporates a number of distinctive engineering features which provide design simplicity,

Continued on Page 26, Col. 3

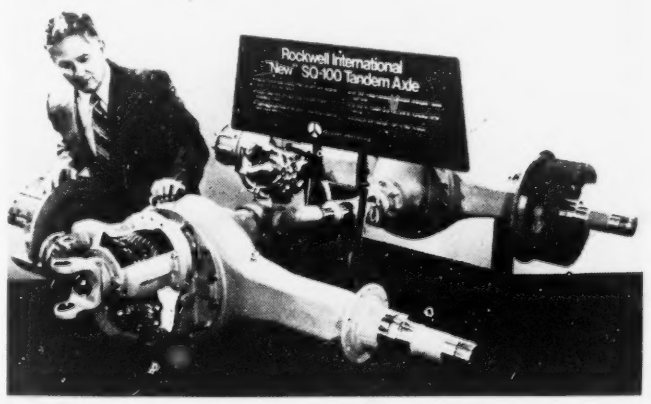
Buyers offered Volvo rebates as high as $4,500

PORTLAND, Ore. — Freightliner Corp. is offering direct-to-customer cash rebates of up to $4,500 on selected Volvo diesel truck models purchased through participating Volvo trucks dealers.

The rebates range from $1,500 for Volvo F611 and F613 Low COE 4x2 model trucks (24,500 and 29,000 pounds GVW) to $4,500 for the N1016 4x2 conventional tractor (80,000 pounds GCW).

Buyers can earn a $2,500 rebate on the N1023 6x4 conventional tractor (80,000 pounds GCW); $3,000 on the F716T Low COE 4x2 tractor (72,000 pounds GCW); or $3,500 on either the F720 4x2 or F724 6x4 truck (41,880 and 52,300 pounds GVW).

Rebates will be paid directly to the retail purchaser by Freightliner, a spokesman said, and will apply to vehicles ordered prior to June 1 for delivery before July 1.



Rockwell executive checks show model

Arthur P. Ronan, executive vice president, Rockwell International's Automotive Operations, checks out the show model of the Rockwell 38,000-pound SQ-100 tandem axle, introduced at the recent International Trucking Show, Anaheim, Calif. Rockwell said the axle is designed to take maximum advantage of energy-efficient engines, and can operate 100,000 miles between lube changes and up to 500,000 miles before overhaul.

shop talk

Continued from Page 20

and painters out of the technicians but to instruct them in the various adjustments," he said.

"Because the J2000 is using new construction techniques at assembly," Benson said, "there will be changes in the way doors and windows will have to be adjusted."

The prep-trak film cartridge reviews the items to be inspected on the car, while the pre-delivery chart graphically shows which items should be inspected and acts as a reference source for the technician.

• Upon completing the proper inspection procedures, the technician fills out a new-vehicle inspection procedure form and leaves the customer copy in the glove compartment.

Next, he attaches the customer satisfaction survey card to the rear-view mirror after signing it and filling in the dealership's identification portion.

The technician signs the VIP self-adhesive labels and places one inside the glove compartment and another under the hood.

At delivery, the customer is shown the survey card and asked to evaluate the condition of the car. This pre-addressed, postage-paid reply card furnishes data for determining the point position of technicians in the Pontiac zone progress report.

During the six-month program period, bi-monthly award points are determined by dividing the gross rating points from the customer satisfaction survey cards by the number of surveys received. This determines the technician's average rating by dealership within the zone.

In the first two weeks after the program was announced and offered, some 627 dealers enrolled in the program, according to Benson. Some 2,000 Pontiac dealers are expected to be in the VIP program before it is launched in May.

• Benson said the VIP program will run through October on a test basis.

"If it is as successful as we think it will be," he said, "It will be used on succeeding newly designed cars.

"We are finding through various surveys that customer expectations are increasing at all levels as the prices of the cars increase," he said.

"Things that cause most of the problems with customers are not the major ones," Benson said. "They are things like a door not fitting right, a hood that doesn't close properly, wind noise, molding that is not straight or a car that stalls.

"These are the things we are trying to get dealers to take care of with the VIP program before they deliver the car to the customer," Benson said.

Benson said Pontiac also will launch a new service and technically oriented program on May 11 that is aimed at the dealership retail sales staff.

The object of the program is to provide sales people with training and background information about the various major components of the cars that are being offered in the showroom.

Called Certified Product Specialist (CPS), Benson said the program is designed to meet a need that has reached the critical stage.

"Consumers today are demanding that sales people be professionally trained," he said. "It has been years since some consumers have purchased a new car. A lot of changes have occurred in cars in that time.

"Retail people should be up on the latest technology to help advise a customer with his purchase," he said. "He should be able to advise the customer as to what car and equipment would be best suited for him and his needs."

The CPS program will include a one-day training session that will cover engines, transmissions and drivetrains, brakes and suspension systems, electrical systems and accessories and body design and construction.

The session will include six tests on comprehension and understanding of the material presented, according to Benson. A salesman will have to average 85 percent or better on the tests in order to be certified. No salesman will be certified if he scores below 70 on any test. Salesmen will be asked to recertify each year by updating their information about the new cars as they are introduced each model year.

Mercedes-Benz runs on methanol

The pure methanol version of the Mercedes-Benz 280-SE is fitted with a cold-start unit developed by Daimler-Benz, a larger tank and a catalyst in the exhaust assembly. The vehicle is taking part in the large-scale test under the direction of the Federal Ministry of Research and Technology in Berlin.

Cox auto auctions report best year

ATLANTA. — Cox Broadcasting Corp. reported that its 12 auto auctions had their most profitable year in 1980.

Nearly 500,000 cars were registered at the auctions and 263,000 were sold, a 14 percent increase over 1979, Cox said. The selling ratio was 59 percent of cars registered, up 5 percent over the previous year, Cox said.

Used car sales
Auction Averages

April to Date	$3,986
Month ago	$4,263
Year ago	$3,133

Model breakdown
Auction Averages

	April To Date	March	February
1981	$8,181	$8,432	$7,138
1980	5,686	5,696	5,704
1979	4,776	5,001	4,773
1978	3,601	3,681	3,705
1977	2,905	2,888	2,997
1976	2,152	2,226	2,265
1975	1,568	1,525	1,663
1974	1,392	1,347	1,205
Overall Average	$3,986	$4,076	$4,076

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50; 26-times, $10.00; 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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But rate of decline is lower than '80's first quarter

3-month sales drop 20.1 percent

Continued from Page 8

deliveries since September, 1979, when the total dropped about 7 percent below the previous year's count.

In a preliminary report, the Motor Vehicle Manufacturers Assn. reported that domestic dealers and factory outlets retailed 187,800 units in March, including the captive compacts, down 15.7 percent from the year-earlier 222,698 units.

There was a decline of 25.3 percent in the number of unsold trucks in retailers' hands at the end of the month, with decreases in all three market segments.

Going into April, there were 581,671 new trucks of all types in inventory, compared with 778,883 at the same time in 1980.

• Light-truck stocks, exclusive of the non-captive imports, at the end of the quarter totaled 513,727 units, down 26.2 percent from last year's 696,285.

There were 23,481 unsold mediums, off 21.5 percent from the year-earlier 29,898, while the number of heavies in stock dropped from 52,700 a year ago to 44,463, a dip of 15.6 percent.

At the end of the quarter, No. 1 Ford had a lead of slightly more than 6,000 units over Chevrolet, which started off the year in first place and which was No. 1 at the end of the first quarter in 1980.

Through March, Ford outlets had retailed 180,077 units, off 16.4 percent from last year's 215,293. The total included 18,797 Couriers, compared with 22,682 in the first three months of 1980.

Ford's March total was 71,335 units, including 7,234 Couriers, down only 5.6 percent from last year's 75,591. In March, 1980, dealers retailed 7,282 Couriers.

Chevrolet dealers sold 173,869 trucks in the January-March period, a decline of 22.2 percent from the year-ago 223,604. LUV deliveries were down from 27,698 in the first quarter of 1980 to 21,303.

Sales of Dodge and Plymouth trucks were off 37 percent in the first three months, from 75,870 units to 47,825. The total included 9,108 Ram 50 and 3,067 Arrow compact pickups, compared with 13,055 and 6,317, respectively, in 1980.

For the month, sales totaled 17,368 units, off 44.4 percent from the year-earlier 31,364. There were 2,895 Ram 50 and 938 Arrow sales in March, compared with 5,111 and 2,508 a year ago.

GMC Truck & Coach reported 15,286 sales during the month, a drop of 15.4 percent from the year-ago 18,059. The three-month count was down 20.2 percent, from 54,818 in 1980 to 43,726.

Jeep sales were off 47 percent in the first quarter and 31.1 percent in March. The three-month total was 12,748 units, compared with 24,039 a year ago. March sales dropped from 6,700 units in 1980 to 4,616.

Volkswagen sales showed a dramatic increase for both the month and the first quarter, which was not unexpected since the compact pickup did not get into volume production until the first quarter of 1980.

The three-month total hit 8,712 units, up 58.3 percent from last year's 5,505, and sales in March were 25.8 percent higher, from 2,846 a year ago to 3,579.

• Datsun sales were up 46.6 percent in March to a record 13,885 units, compared with 9,472 a year ago. The surge lifted the three-month total to 31,941 units, an increase of 4.6 percent over last year's 30,548.

Sizable percentage gains were reported for Mazda for both the month and the first quarter. During the month, dealers retailed 1,525 trucks, up 83 percent over last year's 833. The three-month count was up 24.3 percent, from 2,735 a year ago to 3,400.

Toyota's truck sales, on the other hand, were down from a year ago for both the month and the quarter. The March total of 11,841 sales was 11 percent lower than last year's 13,299, and the three-month count was down 22.6 percent, from 41,324 in 1980 to 32,001.

Toyota Corolla claims 'most popular' title

TORRANCE, Calif. — More Toyota Corollas were built in 1980 than any other model, according to Toyota Motor Sales U.S.A., Inc.

Toyota said this made it the world's most popular car for the second consecutive year. A record 771,720 Corollas were produced in 1980, Toyota said, pushing it 250,000 above its nearest rival.

Big Three March, year-to-date truck sales

	1981	1980	Year to date 1981	Year to date 1980
Ford				
Vans	9,807	11,506	23,428	26,632
Club Wagon	2,779	3,039	6,215	6,688
Courier	7,234	7,282	18,797	22,682
Bronco	2,990	2,798	8,924	10,668
Conventional Pickups	43,759	44,790	110,990	131,196
Mediums	3,841	4,586	9,671	13,249
Heavies	927	1,590	2,054	4,178
Chevrolet				
Vans	8,206	9,351	20,761	28,070
Sportvan	1,278	1,870	3,601	5,478
LUV	9,595	9,489	21,303	27,698
El Camino	2,975	4,253	8,366	11,990
Blazer	1,446	2,395	5,127	8,163
Suburban	1,421	2,690	5,257	7,152
Conventional Pickups	37,056	43,375	103,647	125,075
Mediums	2,524	3,458	5,796	9,255
Heavies	.....	247	11	723
Chrysler				
Vans	4,215	8,934	10,837	20,285
Voyager	488	913	1,267	1,955
Ram Wagon	1,764	2,509	4,318	5,759
Arrow	938	2,508	3,067	6,317
Ram D-50	2,895	5,111	9,108	13,055
Trail Duster	172	592	548	1,340
Ramcharger	610	1,094	1,520	3,162
Conventional Pickups	6,286	9,703	17,160	23,997
GMC				
Vans	1,863	2,314	4,843	7,066
Caballero	427	390	1,209	1,224
Jimmy	356	399	1,168	1,728
Suburban	375	379	1,286	1,299
Conventional Pickups	8,987	9,065	25,983	28,865
P models	273	424	742	1,044
Mediums	1,851	3,014	5,020	7,861
Heavies	1,154	2,074	3,475	5,731

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia

Levin 'keenly disappointed' by auto Task Force report

WASHINGTON. — Senator Carl Levin, Michigan Democrat, said he was "keenly disappointed" by the Task Force report.

"Their decision to 'monitor' the effect of imports on the domestic industry is really nothing more than nothing," he said. "Surely we have enough studies and surely we have done enough monitoring.

"Now we have to start negotiating or start legislating. At the rate we are going we will have a complete understanding of why the domestic industry failed.

"I'd rather a less scholarly but more effective policy and I think that has to begin with immediate restraint on Japanese imports. If the Administration can't do that through negotiations—and do it soon—then I hope the Congress is going to do it through legislation.

"I am also concerned by the Administration's pledge that they will restructure aid to unemployed auto workers. Having seen their proposals for doing away with TRA and gutting the unemployment program, I shudder to think of what additional assistance they have in store for the 500,000 unemployed who want nothing more than a chance to go back to work in the future and live with some dignity for the present.

"Of course, I'm pleased by the Task Force recommendations in the area of regulatory relief and accelerated government purchase of motor vehicles. But I see no real action on the immediate and pressing fundamental problems of the industry and its workers."

Rep. William M. Brodhead, Michigan Democrat, said, "I believe that the Task Force report is a step in the right direction, but it provides little or no immediate relief, and that is what the auto industry needs desperately at this time . . .

"Whether or not one agrees that (the Task Force) proposals will aid the industry, their effects will be delayed for two to three years. That delay could be fatal to major segments of the industry."

Gran and Dan Uzzle honored

Durham (N. C.) dealers Gran L. Uzzle, left center, and Dan W. Uzzle, right center, receive their 25-year plaque awards from Oldsmobile representatives M. Yates Ross, left, assistant zone manager in Charlotte, and Gary W. Sigman, Charlotte zone manager.

Wide range of deregulation in store for auto industry

Continued from Page 2

way checking progress toward cleaner air and safer vehicles."

A Chrysler Corp. spokesman said, "The Task Force report is a big step in the right direction."

James W. McLernon, president of Volkswagen of America, said, "The Administration has taken a giant step toward restoring the long-term health of the American automotive industry . . .

"The Administration's recommendations should eventually remove the government from the business of designing and building cars and return that responsibility to the automotive engineers, where it belongs."

• The $100-million allocation for vehicle purchase would go to purchase about 11,600 units, a GSA spokesman said, including 7,500 light trucks, 2,600 sedans and station wagons, and 1,500 "special vehicles," including vans, ambulances and medium and heavy-duty trucks.

The spokesman said he did not know which auto makers would get the contracts — GSA always makes solicitations for bids on contracts—but last fiscal year all contracts were divided between the Big Four Detroit manufacturers, with Chrysler getting the lion's share of the dollar volume.

"Foreign manufacturers are open to make bids on our contracts," the spokesman added. "Given the Fair Trade Act, all 'Buy American' policies have had to fall by the wayside. But last year, apparently, no foreign manufacturer was interested in bidding on the contracts we made."

Thrust of the Administration's overall strategy is to ease regulation, allow greater cooperation in research and technology, buy more to spur sales but not to give special treatment. This means not sheltering the industry from Japanese competition and not interfering with wage and price decisions.

Stressed throughout was the belief that the major benefits to the auto industry come through passage of the President's economic recovery plan—lowering personal taxes, accelerating depreciation in general and reducing the federal budget outlays. As the economy improves, so will the fortunes of the auto and auto-related industries.

The projected five-year savings from the regulatory steps planned in the near future totals $1.4 billion in capital for the industry — $800 million for EPA and $600 million for NHTSA.

While this is not an amount to be sneezed at (since the industry got some consideration for virtually every auto regulation it asked for), it is still small potatoes to an industry that needs some $70 billion to spend for retooling and plant modernization in the same period.

Projected savings for consumers are far more — $4.3 billion from relaxed EPA regulations and $5 billion from eased NHTSA rules for a grand total of $9.3 billion. It was explained this would probably not mean a price cut but only less of a price hike.

The Task Force report puts the emphasis on the Reagan economic recovery program. It shows that if Congress acts to cut taxes, improve depreciation and restrain government spending, total auto sales will rise from the 1980 level of 9 million units to 11 million by calendar 1982 and to 12 million by 1983, with trucks showing a similar growth.

These higher sales would in turn generate nearly $1 billion in additional net operating income and by 1983 should amount to an extra $6 billion per year (before taxes) for the auto industry.

Transportation Secretary Drew Lewis said he had talked over the weekend to heads of GM, Ford, Chrysler and VWoA —all of whom were interested in returning benefits from changed regualtions to consumers. He said GM Chairman Smith actually promised such a return.

When it was pointed out by the press that GM had just finished raising prices for more than an average of $350 per car, Murray Weidenbaum, head of the Council of Economic Advisers, said it was not surprising to have price rises in a period of double digit inflation, the point was to reduce cost pressures on the companies.

Lewis stressed that firms are

Continued on Page 50, Col. 1

First year-to-year monthly increase since February, 1979

March sales gain laid to rebates

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Buick sales were up 32.31 percent to a record 79,427 from 60,029. Plymouth was up 48.09 percent, Dodge was up 27.81 percent, Lincoln was up 15.57 percent, Oldsmobile was up 27.31 percent, Pontiac was up 5.02 percent and Chevrolet was up 2.95 percent. Declines ranged from Cadillac's 0.70-percent dip to Chrysler's 40.20-percent plunge.

Import sales in March suffered no ill effects from the domestics' successes. Top-seller Toyota was up 3.59 percent to a dizzying 60,626 from 58,525, and second-place Datsun pushed ahead 1.27 percent to 48,933 from 48,320.

Honda was up 18.39 percent, Mazda soared 43.38 percent and Subaru was up 43.36 percent. Mazda, Subaru and Renault set records for the month, while Peugeot enjoyed an any-month sales high (1,555). Isuzu joined the imports in March with more than 800 retail sales.

Import sales accounted for 25.29 percent of the total March market.

Top-selling U. S. nameplates for the month were: Chevrolet Chevette, 57,656; Chevrolet Citation, 45,041; Oldsmobile Cutlass Supreme, 35,335; Ford Escort, 29,499 (a record month for the new nameplate), and Buick Regal, 26,399.

• Daily selling rate for the domestics averaged 27,656 this March compared with 25,775 a year ago. It was an increase of 7.30 percent. There were 26 selling days both years.

The March market-class breakdown showed imports with 25.29 percent of the total, U. S. subcompacts had 16.08 percent, compatcs had 24.63 percent, intermediates had 22.38 percent, standard size had 7.83 percent and luxury models had 3.79 percent.

Third-period domestic new-car sales dropped 16.57 percent to 191,496 from 229,529 last year. With most rebate programs less extensive for the March 21-31 period, GM was down 27.84 percent, Ford was down 3.40 percent, Chrysler was up 6.88 percent, AMC was down an estimated 10.42 percent and VWoA was down 23.25 percent.

The last-period market showed a once-upon-a-time and long-ago breakdown: GM earned 48.50 percent, Ford had 27.74 percent, Chrysler earned 17.98 percent, VWoA had 3.53 percent and AMC had 2.25 percent.

Daily-selling rate for the period was 21,277, down 16.57 percent from 25,503. There were 9 selling days this year and last.

• During the first quarter, General Motors sold 1,062,060 new cars, down 7.09 percent from 1,143,052 in 1980. Ford sales numbered 377,628, down 11.84 percent from 428,361. Chrysler first-quarter sales were 211,629, up 12.13 percent from 188,737. VWoA was down 8.47 percent to 43,966 from 48,034, and AMC dropped 9.15 percent to 37,186 from 40,933.

GM earned 61.30 percent of the first-quarter domestic market, down from 61.81 percent. Ford sales accounted for 21.80 percent, down from 23.17 percent. Chrysler gained two percentage points, rising to 12.21 percent from 10.21 percent. AMC had 2.15 percent, down from 2.21 percent, while VWoA cornered 2.54 percent down from 2.60 percent.

IMPORTED CAR SALES

	March, 1981	March, 1980	Jan. 1-March 31, 1981	Jan. 1-March 31, 1980
Alfa Romeo	118	350	270	747
Audi	4,546	4,655	11,082	12,096
BMW	3,615	3,129	8,886	9,664
Challenger	1,401	1,779	4,103	4,396
Arrow/Champ	5,497	7,402	15,020	21,814
Colt	5,904	6,571	15,426	20,933
Datsun	48,933	48,320	123,408	140,168
Fiat	3,655	6,162	8,017	12,098
Fiesta	8,061	7,466	18,462	21,312
Honda	35,880	30,307	103,316	91,413
Isuzu	803	.....	803	.....
Jaguar	343	232	894	770
Lancia	80	278	255	631
Mazda	16,947	11,819	48,102	38,159
Mercedes-Benz	6,263	4,390	15,198	13,950
MG	537	1,024	1,169	2,540
Peugeot	1,555	1,184	3,676	3,468
Porsche	1,162	1,109	2,701	3,238
Renault	3,716	2,737	8,655	6,228
Rover	62	.....	200	.....
Saab	1,380	1,282	3,568	3,683
Sapporo	1,629	1,322	4,308	3,322
Subaru	15,636	10,907	38,967	36,949
Toyota	60,626	58,525	165,732	174,076
Triumph	1,476	885	2,657	2,359
Volkswagen	7,406	7,670	19,557	27,236
Volvo	6,130	5,055	17,366	15,869
TOTAL	243,361	224,560	641,798	667,119

U. S. CAR SALES BY MARKETING UNITS

	March 1981	March, 1980	Jan. 1-Mar. 31, 1981	Jan. 1-Mar. 31, 1980
Chevrolet	187,782	182,406	441,360	511,224
Ford	122,743	130,534	290,200	331,746
Oldsmobile	93,330	73,309	229,372	220,707
Buick	79,427	60,029	190,380	182,726
Toyota	60,626	58,525	165,732	174,076
Pontiac	59,547	56,703	149,412	168,210
Datsun	48,933	48,320	123,408	140,168
Honda	35,880	30,307	103,316	91,413
Mercury	35,787	37,356	88,490	98,162
Plymouth	50,163	37,785	114,178	95,973
Dodge	46,154	38,745	107,547	100,504
VW of America	29,111	32,411	77,306	90,604
Cadillac	17,798	17,924	51,536	60,185
Mazda	16,947	11,819	48,102	38,159
Chrysler/Imperial	11,066	17,513	28,761	42,725
AMC-Renault	17,440	19,204	45,841	47,161
Subaru	15,636	10,907	38,967	36,949
Lincoln	8,018	6,938	17,400	19,765
Mercedes-Benz	6,263	4,390	15,198	13,950
Volvo	6,130	5,055	17,366	15,869
BMW	3,615	3,129	8,886	9,664
Fiat	3,735	6,440	8,272	12,729
JRT Inc.	2,418	2,141	4,920	5,669
Peugeot	1,555	1,184	3,676	3,468
Saab	1,380	1,282	3,568	3,683
Isuzu	803	.....	803	.....
Alfa Romeo	118	350	270	747
TOTAL	962,405	894,706	2,374,267	2,516,236

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

Average price of a GM car rises to $10,200

Continued from Page 2

economic cost increases which GM is continuing to experience."

That, despite the fact that the current $351 boost is considerably larger than GM's usual quarterly price hike.

Will the higher prices eventually bring more consumer rebates? GM is known to oppose rebates, but drastic measures will again be called for if cars pile up on dealers' lots. When dealers are overstocked, they don't order cars from the factory, and when dealers don't order cars, the factories don't make any money.

If rebates do come back, GM (and other makers that raise prices) will be in better shape than their dealers.

The makers will be getting more money for their products, and that will cover some—or maybe all—of the new rebate expense.

The dealers, on the other hand, will be paying more for their cars and they will have the additional expense of their share of the rebates, assuming that any new rebates will require dealer participation as the last ones did.

GM's rebates were $700 and $500 on various models. Dealers contributed $300 and $200 of that total.

• As noted, GM's April increases apply to all cars and all market classes. The subcompact Chevrolet Chevette went up $105 to $5,399, and the compact Citation four-door sedan rose $119 to $6,523. Pontiac Firebird, also a compact, climbed $207 to $7,155.

There was a $123 hike on the Chevrolet Malibu Classic four-door (now $7,196), while the Pontiac Grand LeMans four-door rose $237 (to $7,555).

Increases were greater on the sporty intermediate coupes, GM's A-Special cars. Oldsmobile Cutlass Supreme went up $310 and Buick Regal, $312. The Cutlass Supreme is $8,025, and the Regal is $8,099.

In the standard-size class, four-door sedan increases included $159 on Chevrolet Caprice Classic, $323 on Oldsmobile Delta Royale and $429 on Buick Electra Limited. New prices are $7,890 for Caprice, $8,341 for Delta Royale and $11,102 for Electra.

The Cadillac Eldorado climbed $679 to $17,550, and the Cadillac Seville was increased $890 to $23,000.

Equipment prices for the A-Special intermediates showed boosts of $40 on air conditioning, $12 on power windows, $8 on electric rear-window defogger, $7 on tilt steering wheel and $6 on power door locks.

No standard equipment was removed from the GM cars, but some models received additional standard features. Air conditioning now is standard on the Buick LeSabre station wagon, and the base Pontiac Phoenix has bright roof drip moldings.

Power steering was made standard on all Buick Skylark models but, strangely, not on any other X-cars.

DOMESTIC CAR SALES

	March 21 to March 31, 1981	Same Period, 1980	March, 1981	Same Month, 1980	Jan. 1 to March 31, 1981	Same Period, 1980
Spirit	.....	.....	3,775	5,525	10,586	14,646
Concord	.....	.....	5,826	7,745	14,166	16,666
Pacer	.....	.....	18	259	57	907
Eagle	.....	.....	4,105	2,938	12,377	8,714
AMERICAN MOTORS*.	4,300	4,800†	13,724	16,467	37,186	40,933
Horizon	2,686	3,839	9,664	9,167	24,415	23,292
TC3	2,030	3,114	6,438	7,948	13,471	19,984
Reliant	10,202	.....	24,279	.....	49,698	.....
Volare	384	4,037	1,230	9,856	4,638	23,804
Plymouth	611	947	1,426	2,090	2,628	3,757
Total Plymouth	15,913	11,937	43,037	29,061	94,850	70,837
LeBaron	1,775	3,814	5,691	8,189	13,692	18,835
Cordoba	996	2,191	3,024	5,398	8,784	13,638
Chrysler	574	1,301	1,757	3,926	4,983	10,252
Total Chrysler	3,345	7,306	10,472	17,513	27,459	42,725
Total Imperial	188	.....	594	.....	1,302	.....
Omni	2,168	3,069	7,207	7,271	18,266	18,797
024	1,771	2,490	5,260	6,211	11,376	16,075
Aries	8,225	.....	18,852	.....	38,385	.....
Aspen	380	3,021	1,047	6,897	3,982	17,689
Diplomat	1,411	1,862	3,701	4,031	8,693	9,194
Mirada/Magnum	623	1,688	1,717	3,741	4,937	8,287
Dodge	405	844	1,065	2,244	2,379	5,133
Total Dodge	14,988	12,974	38,849	30,395	88,018	75,175
CHRYSLER CORP.	34,434	32,217	92,952	76,769	211,629	188,737
Pinto	560	4,680	1,853	13,193	7,190	40,068
Escort	10,624	.....	29,499	.....	80,383	.....
Mustang	7,826	9,207	23,914	25,049	50,070	65,885
Fairmont	8,479	11,298	24,937	38,616	54,064	91,045
Granada	4,168	2,422	13,004	6,585	28,833	19,743
LTD II	.....	112	.....	405	.....	1,336
Thunderbird	3,658	6,442	10,926	23,483	24,362	52,881
Ford	3,982	5,967	10,549	15,737	26,836	39,476
Ford Division	38,697	40,128	114,682	123,068	271,738	310,434
Bobcat	119	280	401	2,746	1,684	8,601
Lynx	3,646	.....	9,563	.....	24,688	.....
Zephyr	2,086	3,819	6,587	11,311	15,899	26,996
Cougar/Monarch	1,680	729	4,968	2,217	11,315	7,529
XR-7	1,052	2,876	3,825	8,838	8,762	21,395
Capri	1,975	2,531	6,041	6,728	13,520	18,170
Mercury	1,479	1,774	4,402	5,516	12,622	15,471
Total Mercury	12,037	12,709	35,787	37,356	88,490	98,162
Versailles	.....	249	.....	689	.....	1,674
Lincoln	1,110	861	3,876	2,881	8,187	7,838
Mark VI	1,276	1,040	4,142	3,368	9,213	10,253
Total Lincoln	2,386	2,150	8,018	6,938	17,400	19,765
L-M Division	14,423	14,859	43,805	44,294	105,890	117,927
FORD MOTOR	53,120	54,987	158,487	167,362	377,628	428,361
Skyhawk	.....	248	.....	755	.....	2,807
Skylark	3,385	6,010	25,508	15,974	58,562	46,340
Century	5,042	4,158	12,952	12,702	32,666	35,063
Regal	3,004	5,289	26,399	16,720	58,651	47,466
LeSabre	1,880	2,821	6,865	7,302	17,944	25,137
Electra	1,270	1,501	4,204	3,975	12,398	15,327
Riviera	1,147	1,041	3,499	2,601	10,159	10,586
Buick Division	15,728	21,068	79,427	60,029	190,380	182,726
Seville	684	983	1,948	3,324	6,301	10,631
Cadillac	3,999	2,919	11,641	10,297	32,910	36,285
Eldorado	1,480	1,258	4,209	4,303	12,325	13,269
Cadillac Division	6,163	5,160	17,798	17,924	51,536	60,185
Chevette	6,082	16,150	57,656	44,442	133,004	115,905
Monza	453	5,457	1,958	14,448	11,490	39,129
Citation/Nova	5,103	14,597	45,041	39,452	97,724	103,757
Camaro	3,879	4,535	14,621	11,539	29,750	32,838
Malibu	10,500	10,187	24,407	26,536	58,695	70,359
Monte Carlo	2,935	5,398	24,134	14,891	52,409	44,159
Chevrolet	5,142	7,806	16,568	27,581	49,708	93,466
Corvette	1,140	1,236	3,397	3,517	8,580	9,611
Chevrolet Division	35,234	65,366	187,782	182,406	441,360	511,224
Starfire	.....	214	.....	881	.....	3,296
Omega	2,016	2,262	14,978	8,510	32,252	23,014
Cutlass	8,104	4,864	19,612	18,574	52,293	55,624
Supreme	4,383	5,954	35,335	21,766	79,980	66,284
Olds 88	4,250	3,508	13,024	14,232	36,042	42,761
Olds 98	2,302	1,525	7,179	6,117	19,954	19,147
Toronado	1,097	865	3,202	3,229	8,851	10,581
Oldsmobile Division	22,152	19,192	93,330	73,309	229,372	220,707
T-1000	245	.....	246	.....	246	.....
Sunbird	807	4,906	5,175	14,520	22,193	35,637
Phoenix	1,946	2,660	12,455	8,691	27,879	26,575
Firebird	1,981	2,727	7,647	7,806	17,461	23,494
LeMans	3,499	2,005	8,039	6,780	19,662	22,133
Grand Prix	2,835	2,972	17,664	9,411	38,971	29,244
Pontiac	2,278	2,643	8,321	9,495	23,000	31,127
Pontiac Division	13,591	17,913	59,547	56,703	149,412	168,210
GENERAL MOTORS	92,868	128,699	437,884	390,371	1,062,060	1,143,052
VOLKSWAGEN	6,774	8,826	15,997	18,977	43,966	48,034
DOMESTIC TOTALS	191,496	229,529	719,044	670,146	1,732,469	1,849,117
IMPORT TOTAL	.....	.....	243,361	224,560	641,798	667,119
GRAND TOTAL	.....	.....	962,405	894,706	2,374,267	2,516,236

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

Makers build 150,553 for week

Auto output again tops year-ago

By Patricia Hoffman
Staff Writer

For the second week in a row, U. S. auto production rose above the year-ago level, although the output last week fell below the previous week's total.

Planned output last week was 150,553 units, down 2.90 percent from the 155,051 assembled in the previous week, but up 27.40 percent from the 118,166 units completed in the comparable period last year.

Although weekly output is faring better than the comparable 1980 week, the auto makers continue to trail year-ago levels on a year-to-date basis.

So far this year, the makers have completed 1,811,855 units, a decrease of 9.96 percent from the 2,012,285 built in the comparable period last year.

The actual production totals for March and the first quarter were the lowest for those periods since 1975.

In March, the makers completed 625,620 cars, down 2.73 percent from the 643,200 in the comparable 1980 month, and the lowest total for that month since the 490,476 units built in 1975.

In the first three months this year, auto production was 1,569,978 units, a drop of 12.74 percent from the 1,799,171 units completed in the first quarter last year, and the lowest for that quarter since 1,300,972 in 1975.

• Chrysler Corp. was the only manufacturer to build more cars this March than it did last year. Chrysler's output was 86,512 units, up 37.73 percent from the 62,813 completed in the comparable 1980 month.

March totals for the other companies were: General Motors, 380,866, down 3.53 percent from 394,791 last year; Ford Motor, 130,070, down 13.30 percent from 150,027; Volkswagen of America, 18,350, down 7.88 percent from 19,920; American Motors, 9,613, down 37.50 percent from 15,381, and Checker Motors, 209, down 22.01 percent from 268.

Breakdown for last week by companies is: GM, 60.98 percent; Ford, 21.61 percent; Chrysler, 13.09 percent; VWoA, 2.76 percent; AMC, 1.53 percent; and Checker, 0.03 percent.

Chrysler will increase its daily production rate today (April 13) at one of its K-car points.

The Jefferson assembly point will increase its daily straight-time production rate during April from 800 units to 960 units per day. The Newark assembly plant will continue to operate on its normal two-shift schedule.

Also at Chrysler, the Belvidere plant is scheduled to work nine-hour daily schedules beginning today.

Downtime was slated for one week last week at GM's Janesville point and Ford's San Jose point.

Saturday overtime was scheduled last week at five plants—GM Lakewood, Wilmington, Tarrytown and Oklahoma City and Chrysler Belvidere. Belvidere worked two-eight-hour shifts on Saturday.

Ford reported that all of its assembly points are scheduled to work this week.

breaking news

Continued from Page 1

No Ford price hike this month

DEARBORN. — Ford Motor Co. is not going to join General Motors in raising prices—at least not this month. Harold A. Poling, Ford executive vice president, North American Automotive Operations, said last week that the company is advising its dealers that it will not change car and light-truck prices through the end of April. The current prices also apply to all retail and fleet orders through April 30, Poling said. Ford's last price increase was in January. The General Motors price hike, which takes effect today (April 13), averages $351, or 3.5 percent, on 1981 cars. (Story on Page 2.)

Truck production for quarter dips to 14-year low

Although U. S. truck production in March rose above the comparable 1980's month total, the output for the first three months of 1981 was the lowest total for that period in 14 years.

In March, the makers completed 163,869 units, an increase of 7.12 percent from the 152,966 trucks assembled in the comparable period last year.

The total for first quarter was 441,074 units, a drop of 9.52 percent from the 487,507 trucks completed in the comparable three months in 1980, and the lowest for the period since 1967 when the makers built only 440,386 units.

Planned truck output last week was 40,795, an increase of 21.04 percent from the 33,703 trucks assembled in the previous week, and up nearly 100 percent from the 20,416 trucks built in the comparable period last year.

So far this year, the truck makers have completed 498,666 units, a drop of 7.03 percent from the 536,378 trucks assembled through April 12, 1980.

At the Chrysler Warren truck assembly point last week, daily output was increased from 320 units to 424 units per day.

Canada boosts car output, but trucks decline

Although Canadian auto production last week was higher than that of the previous week and the comparable 1980 week, Canadian truck production was anything but favorable.

Planned output last week for the auto makers was 21,062 units, up 2.75 percent from the 20,498 completed in the previous week, and an increase of 49.88 percent over the comparable 1980 week's total of 14,052.

So far this year, the auto makers have built 217,360 units, a drop of 14.27 percent from the 253,566 cars assembled in the comparable period last year.

The Canadian truck makers last week planned an output of 9,061 units, a 25.57 percent drop from the 12,174 trucks completed in the previous week and down 17.63 percent from the 11,001 built in the week ended April 12, 1980.

Year-to-date, the truck makers have produced 158,030 units, a drop of 4.13 percent from the 164,851 trucks built in the comparable period last year.

In March, the auto makers turned out 72,649 units, an 18.25 percent decline from the 88,874 cars assembled in the comparable 1980 month, and the lowest for that month since 1968 when 51,193 were built.

In the first three months of 1981, auto production was 183,292 units, down 19.58 percent from the 227,927 cars built in the first quarter of 1980. It was the lowest first-quarter total since 174,445 in 1968.

The truck makers finished 44,663 units in March, a decline of 20.78 percent from the 56,380 trucks completed in the comparable month in 1980, and the lowest output for that month since 1975 when 31,383 trucks were assembled.

The first-quarter total for truck production was 133,048, down 8.74 percent from the 145,791 trucks built in the comparable 1980 quarter, and the lowest for that period since the 127,319 units completed in the first three months of 1976.

Chrysler's Windsor car point resumes operations today April 13) after three weeks of downtime.

U. S. CAR PRODUCTION

	Week Ended April 11, 1981	Week Ended April 12, 1980	Week Ended April 4, 1981	March Total	Jan. 1, to April 12, 1980	Jan. 1, to April 11, 1981
AMERICAN MOTORS	2,300*	2,978*	2,200*	9,613	56,112*	28,454*
AMX						
Spirit				3,063		
Concord				3,364		
Eagle				3,186		
Pacer						
CHRYSLER CORP.	19,700	7,760	19,908	86,512	186,644	223,972
Plymouth Total	9,350	3,610	9,511	42,539	84,870	110,396
Horizon	4,200	3,250	3,365	15,664	46,333	40,468
Reliant	4,900		4,978	22,105		60,878
Volare					30,427	
Caravelle	250		224	784	1,284	1,602
Gran Fury		360	944	3,986	6,826	7,448
Chrysler Total	1,800	850	1,425	7,235	24,967	18,128
LeBaron	1,800		1,184	4,862	18,870	12,266
Chrysler		850	241	2,373	6,097	4,862
Dodge Total	8,550	3,300	8,972	36,738	76,807	95,448
Omni	3,600	2,900	3,196	12,939	41,800	31,957
Aspen					21,207	
Aries	4,200		4,170	16,864		49,513
Diplomat	750		1,046	4,915	8,019	10,296
St. Regis		400	560	2,020	5,781	3,682
FORD MOTOR	32,529	22,029	32,081	130,070	395,607	377,272
Ford Division	22,614	16,162	22,768	91,115	285,931	262,462
Escort	6,920		8,232	35,555		113,239
Pinto		3,332			24,951	
Fairmont	5,580	6,571	4,650	18,938	77,670	51,461
Must./Must. II	3,228	6,259	4,652	15,726	78,697	38,117
Granada	2,880		1,515	5,763	22,817	18,735
Thunderbird	2,310		2,006	7,786	49,120	17,242
Ford	1,696		1,713	7,347	32,676	23,668
L-M Division	9,915	5,867	9,313	38,955	109,676	114,810
Mercury Total	8,287	4,805	7,783	33,085	98,033	98,537
Bobcat		651			5,786	
Lynx	2,400		2,948	12,536		38,497
Capri	948	2,085	1,227	4,555	23,210	11,000
Zephyr	1,349	2,069	974	4,784	25,641	14,276
Cougar/Monarch	1,438		755	3,105	6,628	9,120
XR-7	858		561	2,320	17,678	7,072
Mercury	1,294		1,318	5,783	19,090	18,572
Lincoln Total	1,628	1,062	1,530	5,870	11,643	16,273
Lincoln	813	486	765	2,706	4,220	7,686
Mark VI	815	576	765	3,164	6,148	8,587
Versailles					1,275	
GENERAL MOTORS	91,814	82,432	96,472	380,866	1,320,063	1,126,978
Buick Division	21,632	18,084	20,968	87,730	259,530	266,797
Skylark	5,381	4,919	6,061	24,096	68,700	74,714
Century	4,765	4,475	4,347	17,869	53,239	53,478
Regal	6,596	5,245	5,762	26,088	64,957	73,474
Buick	3,660	2,200	3,587	14,548	54,943	48,254
Riviera	1,230	1,245	1,211	5,129	17,691	16,877
Cadillac Division	4,519	2,100	6,486	27,332	77,930	85,816
Cimarron	12					12
Seville	745	590	724	2,604	14,931	9,143
Eldorado	1,560	1,510	1,522	6,064	20,278	19,255
Cadillac	2,202		4,240	18,664	42,721	57,406
Chevrolet Division	30,524	37,576	33,148	136,719	550,821	395,166
Chevette	8,715	9,380	7,547	32,086	134,663	87,155
Cavalier	944		71	51		1,065
Monza ('80)		3,515			46,290	
Camaro	3,120	3,580	3,051	13,256	41,551	37,105
Citation	8,845	10,424	9,031	36,331	138,970	102,902
Malibu	5,270	7,069	5,394	27,639	82,189	72,081
Monte Carlo	3,230	2,308	2,853	12,520	40,983	36,976
Chevrolet			4,801	11,486	52,055	47,734
Corvette	400	800	400	3,350	14,120	10,148
Oldsmobile Division	22,292	15,304	23,860	84,865	247,326	265,907
Omega	3,325	2,712	4,799	15,436	36,282	44,889
Cutlass	10,834	11,457	10,454	36,227	112,903	123,371
Oldsmobile	6,960		7,225	28,448	82,511	83,377
Toronado	1,173	1,135	1,382	4,754	15,630	14,270
Pontiac Division	12,847	9,368	12,010	44,220	184,456	113,292
Acadian†	695	600	695	2,863	7,075	6,476
J2000	1,088		486	388		1,783
Sunbird ('80)		2,885			43,871	
T-1000	2,655		2,634	6,527		10,729
Firebird	960	2,180	1,072	4,516	30,201	14,580
Phoenix	3,009	3,273	2,765	9,902	38,951	33,563
Grand Prix	2,400		2,426	12,413	20,566	26,065
LeMans	1,560	430	1,567	6,714	16,982	15,822
Pontiac	480		365	897	26,810	4,274
VOLKSWAGEN	4,160	2,882	4,240	18,350	52,956	54,496
CHECKER	50*	85*	50*	209	903	683*
Total Cars, U. S.	150,553	118,166	155,051	625,620	2,012,285	1,811,855

TRUCK PRODUCTION IN U. S.†

	Week Ended April 11, 1981	Week Ended April 12, 1980	Week Ended April 4, 1981	March Total	Jan. 1, to April 12, 1980	Jan. 1, to April 11, 1981
CHEVROLET	15,076	6,118	9,141	47,092	181,979	169,798
DODGE/PLYMOUTH	1,900	3,800	1,739	8,292	42,984	21,363
FORD	13,470	5,533	13,836	64,248	201,202	169,849
GMC	4,634	2,369	3,260	17,088	49,969	60,376
INTERNATIONAL	1,690		1,694	7,549		22,027
VOLKSWAGEN	1,040	687	1,048	4,509	7,727	13,277
MACK		625			8,948	
JEEP	1,700*		1,700*	8,666	26,180*	25,086
AMC CORP.	85*	284*	85*	425*	2,679*	1,190*
WHITE		100			2,350	
MISCELLANEOUS	1,200*	900*	1,200*	6,000*	12,360*	15,700*
Total Trucks, U. S.	40,795	20,416	33,703	163,869	536,378	498,666

CANADIAN TRUCK PRODUCTION

	Week Ended April 11, 1981	Week Ended April 12, 1980	Week Ended April 4, 1981	March Total	Jan. 1, to April 12, 1980	Jan. 1, to April 11, 1981
CHRYSLER CORP.	1,720	770	1,681	7,476	9,966	18,142
FORD MOTOR	4,080	3,602	3,793	12,829	57,977	49,708
GENERAL MOTORS	3,016	6,214	6,454	2,328	83,012	86,597
AMERICAN MOTORS					8,479	
INTERNATIONAL	245	290	246	1,077	3,650	3,583
MACK		60			861	
WHITE		65			906	
Total Trucks, Canada	9,061	11,001	12,174	44,663	164,851	158,030
N. American Trucks	49,856	31,417	45,877	208,532	701,229	656,696

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended April 11, 1981	Week Ended April 12, 1980	Week Ended April 4, 1981	March Total	Jan. 1, to April 12, 1980	Jan. 1, to April 11, 1981
AMERICAN MOTORS	760		723	3,047		8,567
CHRYSLER CORP.				1,818	23,001	5,356
FORD MOTOR	6,737	5,475	6,514	23,478	68,815	44,516
GENERAL MOTORS	13,340	8,352	13,036	43,316	158,500	155,895
VOLVO	225	225	225	990	3,250	3,026
Total Cars, Canada	21,062	14,052	20,498	72,649	253,566	217,360
N. American Cars	171,615	132,218	175,549	698,269	2,265,851	2,029,215
N. American Trucks	49,856	31,417	45,877	208,532	701,229	656,696
North American Cars and Trucks	221,471	163,635	221,426	906,801	2,967,080	2,685,911

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.